

ENTREPRENEURSHIP, INNOVATION, INNOVATIVE THINKING OF ENTREPRENEURS AND INNOVATIVE ENTREPRENEURSHIP LEVELS

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ABSTRACT

In this study, the levels of entrepreneurship, innovation, innovative thinking and innovative entrepreneurship of entrepreneurs who are owners of small and medium-sized enterprises (SMEs) operating in the Turkish Republic of Northern Cyprus (TRNC) were examined. The research was conducted with a quantitative approach and the population consisted of SME owners in TRNC and the sample consisted of 170 entrepreneurs. A scale developed by Alkan (2014) was used to collect the data. The data obtained were analyzed with the SPSS 26 program and the relationships between entrepreneurship and innovation levels were evaluated in detail with the help of descriptive statistics, correlation and regression analyses.

The findings showed that entrepreneurs adopt high levels of product, organizational and marketing innovation and that these types of innovations have an important place in entrepreneurial processes. The relationships between entrepreneurship, innovation and innovative thinking were found to be positive and significant, with a particularly strong influence of entrepreneurship on innovation types and innovative entrepreneurship. Regression analyses revealed that entrepreneurship is an important explanatory factor for these variables and shapes innovation processes.

Keywords: Entrepreneur, Entrepreneurship, Innovation, Innovative Thinking, Innovative Entrepreneurship.

1. INTRODUCTION

1.1. Problem Status

Entrepreneurship, as one of the cornerstones of economic development, refers to the activities of individuals who create new business opportunities and develop innovative solutions by using existing resources more efficiently (Aldrich, 2005; Hisrich et al., 2017). Entrepreneurs not only provide economic gain, but also lead the implementation of innovative ideas that increase social welfare. Especially in recent years, the concept of entrepreneurship has established a stronger connection with innovation, and this has further emphasized the dynamic nature of entrepreneurship. Studies conducted in Turkey reveal the effects of entrepreneurs' social capital and creative thinking tendencies on innovation and entrepreneurial performance (Alkan, 2014; Hamel, 2006).

Innovation stands out as a critical factor for businesses to ensure their sustainability and gain competitive advantage. The innovation capacity of entrepreneurs increases their ability to develop innovative business models and find solutions to existing market problems. In this context, the management of innovation processes and the approach of managers to these processes play a decisive role in the performance of businesses (Kataria et al., 2013). Innovation is of vital importance for the economic and social development of a country. This concept is not limited to the development of new products and services, but also includes the renewal of processes, business models and strategies. Şenol (2021) emphasized the importance of supporting innovation and sustainability in the Turkish economy and agricultural sector. It was stated that innovation practices, especially in the agricultural sector, are critical in terms of effective use of resources and increasing productivity.

Cultural and social capital are among the important factors that shape the innovation behaviors of individuals and businesses. Karadal and Merdan (2024) examined the role of social and cultural capital in the development of innovation behavior in the service sector and revealed that these elements are decisive in increasing the innovation capabilities of businesses. Similarly, in a study conducted by Aslan and Direzinci (2024), the impact of entrepreneurship courses on students' entrepreneurial tendencies and innovation capabilities was evaluated and it was concluded that education is an important tool in encouraging innovative thinking.

While SMEs are considered one of the main dynamics for economic development, the effects of open innovation strategies on these enterprises are increasingly attracting attention. Kalaycıoğlu (2023) stated that the innovation and export performances of SMEs are directly affected by open innovation strategies and that the innovation climate plays a regulatory role in this process. These findings show that enterprises should encourage open collaborations and create an innovation-friendly culture while managing their innovation processes.

Innovative thinking and innovative entrepreneurship form the basis of the processes that allow entrepreneurs to present their creative and innovative ideas to the market. This process requires individuals to use their creativity, critical thinking and problem-solving skills effectively. Entrepreneurs' risk-taking and opportunity-evaluation abilities are of critical importance in the emergence of innovative business models. Innovative entrepreneurship plays a strategic role in increasing economic growth and social welfare, while facilitating individuals and businesses to adapt to changing world conditions (Ness, 2011; Barak and Yuan, 2021).

1.2. Purpose of the Research

The purpose of this research is to examine the entrepreneurship, innovation, innovative thinking and innovative entrepreneurship levels of entrepreneurs who are owners of small and medium-sized enterprises (SMEs) operating in the Turkish Republic of Northern Cyprus (TRNC). The study aims to evaluate the skills and approaches of entrepreneurs operating in different sectors in these areas and to reveal their effects on business performance.

1.3 Importance of Research

In this context, the study examined the entrepreneurs who are the owners of small and medium-sized enterprises (SMEs) operating in the Turkish Republic of Northern Cyprus (TRNC), continuing their current businesses and providing services in different sectors. SMEs, which have an important place in the economic structure of the TRNC, are turning to innovative strategies and entrepreneurial activities in order to provide competitive advantage in both local and international markets. In the study, the entrepreneurs' entrepreneurial skills, innovation capacities, innovative thinking tendencies and innovative entrepreneurship levels were analyzed in detail.

In the study, the characteristics of businesses operating in different sectors were taken into consideration and the competencies of entrepreneurs in these areas were determined. In particular, how entrepreneurs adopted innovative thinking, the impact of their innovation skills on business performance and the value that innovative entrepreneurship practices added to their businesses were examined. How entrepreneurs were affected by external factors such as social capital, business network and financial support mechanisms were evaluated. The study results contributed to policy recommendations that will strengthen the entrepreneurship ecosystem in the TRNC and strategies that will increase the competitiveness of businesses. The relationship between innovation and entrepreneurship was better understood and concrete suggestions were developed for applications in these areas.

1.4 Limitations

This study has some limitations. First, the study only covers entrepreneurs who are small and medium-sized enterprises (SMEs) operating in the Turkish Republic of Northern Cyprus (TRNC). The research data were collected over a specific period of time and do not reflect long-term trends or changes. Since the study is based on self-reported data from entrepreneurs, the possibility of bias or incomplete information from participants should also be taken into account. Limiting the data collection process to entrepreneurs in certain sectors may limit the ability of the results to represent all sectors.

1.5 Definitions

Entrepreneurship : It is the process of developing and implementing innovative business ideas in order to evaluate opportunities and create economic value by taking risks.

Innovation : It is the process of developing new products, processes, services or business models and making existing ones more efficient (Kataria et al., 2013).

Innovative Thinking : It is the capacity to produce creative and original solutions to problems or opportunities. It includes elements of creativity and critical thinking (Barak and Yuan, 2021).

Innovative Entrepreneurship : It is the process of commercializing and introducing innovative ideas to the market, and refers to the combined application of entrepreneurship and innovation (Ness, 2011).

Small and Medium-Sized Enterprises (SMEs) : These are businesses whose number of employees, annual turnover and asset size are below a certain limit and generally operate in the local market (Boz and Serinkan, 2022).

2. CONCEPTUAL FRAMEWORK

Entrepreneurship and innovation are among the fundamental dynamics of modern economies and the relationship between these two concepts has been extensively studied in the literature. Below, a literature review on the mentioned topics and sources of these studies are presented.

2.1. Entrepreneur and Entrepreneurship

Entrepreneurship is considered one of the main drivers of economic growth and innovation. Entrepreneurs contribute to the economy by creating new business opportunities and using existing resources in innovative ways. Studies on entrepreneurship in Turkey investigate the effects of entrepreneurs' social capital and laziness

tendencies on creative thinking tendency and innovation . These studies are important in understanding how entrepreneurship and innovation affect each other (Alkan, 2014).

entrepreneurship and innovation is a frequently studied topic in the literature. Innovation is considered one of the important functions of entrepreneurship, and entrepreneurs contribute to employment and country development by taking part in the labor market with new ideas and innovations (Keskin, 2018) . While entrepreneurship encourages innovation , innovation is one of the basic elements of entrepreneurship. Social capital includes elements such as social networks, trust and norms that individuals have, and has a significant effect on entrepreneurship and innovation . Studies show that social capital has a positive effect on entrepreneurship tendency (Terzibaş et al., 2024) . In a study conducted especially on health sector employees, it was found that social capital increases entrepreneurship tendency (Terzibaş et al., 2024) . The effects of social capital on innovation have also been examined. Social capital supports innovation processes by encouraging knowledge sharing and collaboration (Bookmaker , 2017) . Categorical evaluation of academic studies conducted in the field of entrepreneurship in Turkey reveals the pattern in which the field of entrepreneurship has developed. In this context, articles prepared on the subject of "entrepreneurship" in Turkey were examined and it was determined that entrepreneurship studies have increased especially in recent years (Gözüm, 2019).

2.2. Innovation

Innovation is a critical factor for businesses to gain competitive advantage and ensure their sustainability. Studies conducted especially in the tourism sector examine the impact of innovation on business performance and managers' perception of innovation. These studies provide important findings on how businesses manage their innovation processes (Işık et al., 2018).

of innovation on business performance have reached various findings in different sectors. For example, in a study conducted on firms operating in the automotive industry sector in Bursa, it was determined that marketing and process innovations had statistically positive effects on firm performance (İzmirlioğlu and Kaplan, 2025). Similarly, in another study conducted on firms operating in the manufacturing sector in Borsa İstanbul (BIST), it was determined that innovation had positive effects on firm performance. This study emphasizes the role of innovation in increasing financial performance (Taşgıt and Torun, 2016).

Managers' perceptions of innovation and their management styles of the innovation process have significant effects on the innovation performance of businesses. In a study conducted on SMEs operating in Düzce province, it was found that managers' perceptions of innovation affect their management styles of the innovation process and these management styles shape the innovation performance of the business. In particular, charismatic and strategic management styles have been found to have positive effects on innovation performance. There are also studies examining the impact of innovation on business performance and managers' perceptions of innovation in the tourism sector. These studies provide important findings on how tourism businesses manage their innovation processes. In particular, it has been found that managers' perceptions of innovation and market competitiveness have significant and positive relationships on innovation performance and business performance (Işık et al., 2018).

2.3. Innovative Thinking

Innovative thinking refers to the capacity of individuals to develop creative and innovative ideas. The innovative thinking levels of entrepreneurs have a direct impact on their ability to innovate and their entrepreneurial success. Studies emphasize the importance of developing self-leadership skills to increase the innovative thinking levels of entrepreneurs (Yüksel and Kavak, 2018). Innovative thinking refers to the ability of individuals and organizations to develop innovative and creative ideas and produce original solutions to existing problems. This ability is of critical importance for success in today's rapidly changing and competitive world. Innovative thinking is not limited to the development of new products and services, but also includes the renewal of processes, business models and strategies. Innovative thinking generally includes the following basic components (Ayele and Juell-Skielse , 2022):

- Creativity : The capacity to produce new and original ideas. Creativity is the starting point of the innovation process and requires individuals to think outside the box.
- Critical Thinking : The ability to analyze, evaluate, and synthesize existing information. Critical thinking is important in evaluating the feasibility and effectiveness of creative ideas.
- Problem Solving : The ability to find innovative solutions to complex problems. This is made possible by a combination of creative and critical thinking.

Innovative thinking enables individuals and organizations to adapt to changing conditions and gain competitive advantage. It is also one of the cornerstones of social and economic development. Individuals and institutions with innovative thinking can better evaluate opportunities and produce more flexible and creative solutions to the challenges they face (Sarıgül and Çubukcu , 2021). Various strategies and approaches are suggested to develop innovative thinking (Köroğlu, 2015):

- Education and Training : Encouraging creative thinking skills in educational institutions can increase individuals' innovative thinking abilities. In particular, curriculum focused on problem solving and critical thinking is effective in this regard.
- Diversity and Inclusion : When individuals with different perspectives and experiences come together, it is easier for creative ideas to emerge. Therefore, it is important to encourage diversity in teams and organizations.
- Open Communication and Collaboration : Information sharing and collaboration are key elements of innovative thinking. Open communication channels and collaborative work environments support the development of innovative ideas (Öz and Gümüş, 2024).

Innovative thinking is an essential skill for the success of individuals and organizations. Developing and encouraging this skill is critical to achieving sustainable growth and competitive advantage. The importance of innovative thinking is increasing in every field, from education to business.

2.4. Innovative Entrepreneurship

Innovative entrepreneurship covers the process of commercializing and introducing innovative ideas to the market. Studies on the development of innovative entrepreneurship in Turkey examine the emergence of creative ideas and the integration of these ideas into the entrepreneurial ecosystem. Increasing the level of innovation and innovative thinking of entrepreneurs is of critical importance for the success of innovative entrepreneurship (Yıldız and Karakaş, 2018). This concept, which is at the intersection of entrepreneurship and innovation, is of great importance in terms of gaining competitive advantage and ensuring sustainable development. Innovative entrepreneurs develop creative ideas to solve existing problems or meet new needs and present these ideas to the market. In this process, creative thinking, risk-taking and market opportunity evaluation skills come to the fore (Yıldız and Karakaş, 2020).

Innovative entrepreneurship draws attention with its contributions to economic growth and social welfare. Innovative initiatives help reduce unemployment rates by creating jobs and increase competition in the market. This encourages other businesses to adopt innovative approaches (Yüksel and Kavak, 2021). Innovative solutions increase the quality of life of the society and contribute to the increase of social welfare. The success of this type of entrepreneurship depends on the existence of an ecosystem that supports innovation, as well as the creativity, critical thinking and problem-solving abilities of individuals. The basic elements of this ecosystem include education, financial support mechanisms, R&D investments and mentoring programs. For example, entrepreneurship training programs and incentives provided for innovative projects allow individuals to develop their innovative thinking skills and transform these ideas into business opportunities (Işık et al., 2018).

3. METHOD

3.1 Research Model

The research is a quantitative research. Quantitative research is a systematic method that aims to examine a research topic with numerical data and make inferences from this data. In this type of research, measurable data is collected and results are reached using statistical analysis methods. The main purpose of quantitative research is to explain a specific phenomenon or the relationship between variables in an objective and generalizable way (Garip, 2023).

3.2 Universe and Sample

The universe of this research is entrepreneurs who are owners of small and medium-sized enterprises (SMEs) operating in the Turkish Republic of Northern Cyprus (TRNC). This universe includes business owners who operate in different sectors within the borders of the TRNC and are aimed to be examined in terms of entrepreneurship, innovation, innovative thinking and innovative entrepreneurship levels. Since SMEs have an important place in the economic structure of the TRNC, this universe represents a meaningful group in both economic and social contexts. The sample group selected from the universe in the research consists of 170 people. The sample was determined by using the "purposive sampling method" in order to represent the universe. The purposive sampling method is a sampling method that aims to include individuals with certain criteria or characteristics in the research. In this study, the basic criterion for sample selection was that the entrepreneurs are SME owners and operate in different sectors. This method allowed the selection of individuals who could get the most appropriate answers to the research questions and provide in-depth information on the subject. The purposive sampling method is a method generally used in qualitative studies or in studies that require detailed information in a specific context. In this method, the researcher selects individuals who have criteria suitable for a specific purpose rather than all individuals in the universe. In this study, the purposeful sampling method was preferred to ensure the collection of the most appropriate and accurate data within limited resources and time (Başaran, 2024). The 170 people included in the sample were entrepreneurs from different sectors and various business sizes, aiming to reflect the diversity of the universe.

3.3 Data Collection Tools

In this study, a four-dimensional and 38-question survey was used to measure entrepreneurs' entrepreneurship, innovation, innovative thinking and innovative entrepreneurship levels in the study prepared by Alkan (2014). These scales are entrepreneurship scale, innovation scale, innovative thinking scale and innovative entrepreneurship scale, respectively. The survey and scales were developed by researchers Assoc. Prof. Dr. Haluk Tanrıverdi and Makbule Alkan by reviewing the relevant literature. This structured survey was meticulously designed to develop an in-depth understanding of the subject.

In the study prepared by Alkan (2014) Entrepreneurship Scale, The general reliability of the scale consisting of 14 items was found to be $\alpha=0.860$. KMO value is 0.883, Bartlett test is significant ($p<0.05$). As a result of factor analysis, 3 factors explaining 51.71% of the total variance were identified: Self-confidence (22.58% variance, $\alpha=0.729$), Opportunity Evaluation (17.62% variance, $\alpha=0.765$) and Foresight (11.50% variance, $\alpha=0.705$). Innovation Scale, the reliability of the 9-item scale is $\alpha=0.879$. Analysis was done by removing one item. KMO value is 0.886, Bartlett test is significant ($p<0.05$). Factor analysis revealed 3 factors explaining 51.27% of the total variance: Product Innovation (22.26% variance, $\alpha=0.809$), Organizational Innovation (16.52% variance, $\alpha=0.723$) and Marketing Innovation (12.49% variance, $\alpha=0.773$). Innovative Thinking Scale, The reliability of the scale consisting of 7 items is $\alpha=0.819$. KMO value is 0.823, Bartlett test is significant ($p<0.05$). As a result of factor analysis, a single factor was determined that explained 50.13% of the total variance. Innovative Entrepreneurship Scale, The reliability coefficient of the 7-item scale is $\alpha=0.813$. KMO value is 0.838, Bartlett test is significant ($p<0.05$). As a result of factor analysis, a single factor was obtained explaining 58.69% of the total variance.

The reliability of the scales used in this study was assessed with Cronbach's Alpha coefficient and the results obtained show that the scales are reliable. The Entrepreneurship Scale has sufficient consistency in measuring entrepreneurial skills with a reliability value of 0.729. The Innovation Scale shows that it is a strong measurement tool for assessing individuals' ability to innovate with a reliability coefficient of 0.773. The Innovative Thinking Scale shows that it can accurately measure the creative and innovative thinking tendencies of the participants with a reliability value of 0.819. Innovative Entrepreneurship Scale It has a reliability coefficient of 0.813 and stands out as an effective tool in understanding the innovative entrepreneurship levels of individuals. These reliability values prove that the results of the scales used in the study are reliable and consistent.

3.4 Analysis of Data

The data obtained in this study were analyzed using the SPSS 26 program for statistical analysis. SPSS (Statistical Package for the Social Sciences) is one of the reliable statistical analysis tools widely used in social sciences. In the scope of the study, Cronbach's Alpha was used to evaluate the reliability of the scales. analysis was applied. Descriptive statistics and other necessary statistical tests were also performed through this program. SPSS 26's user-friendly interface and advanced analysis capabilities ensured that the data was processed accurately and reliably.

4. FINDINGS

Table 1. Demographic Characteristics of Participants

Demographic Characteristics	n	%
Gender		
Woman	72	42.35
Male	98	57.65
Age		
18-30 Years Old	38	22.35
31-40 Years Old	56	32.94
41-50 Years Old	46	27.06
Age 51 and above	30	17.65

Educational Status		
High School Graduate and Below	49	28.82
Licence	80	47.06
Master's Degree and above	41	24.12
Professional Experience		
Between 1-5 Years	57	33.53
Between 6-10 Years	49	28.82
Between 11-15 Years	42	24.71
16 Years and above	22	12.94
Total	170	100.00

The findings regarding the demographic characteristics of the entrepreneurs participating in the study are as follows: When gender distribution is examined, 42.35% of the participants are female and 57.65% are male. In terms of age groups, 22.35% of the participants are between the ages of 18-30, 32.94% are between the ages of 31-40, 27.06% are between the ages of 41-50, and 17.65% are 51 years old and above. When the educational status data is examined, it is seen that 28.82% of the participants are high school graduates or below, 47.06% have a bachelor's degree, and 24.12% have a master's degree or higher. The results regarding professional experience reveal that 33.53% of the participants have 1-5 years of experience, 28.82% have 6-10 years, 24.71% have 11-15 years, and 12.94% have 16 years or more of experience.

Table 2. Average Innovation Levels of Entrepreneurs Participating in the Research

	n	Average	Hss	Min.	Max .
Product Innovation	170	3.85	0.82	1.00	5.00
Organizational Innovation	170	4.05	0.65	1.00	5.00
Marketing Innovation	170	4.04	0.68	1,300	5,00

The findings regarding the average innovation levels of the entrepreneurs participating in the research are summarized below. The average score of the participants regarding the product innovation level was found to be 3.85 and the standard deviation was found to be 0.82. These values indicate a generally high tendency in the product innovation level. The average score for the organizational innovation level was calculated as 4.05 and the standard deviation as 0.65. This result shows that the participants attach high importance to organizational innovation practices. The average score for the marketing innovation level was determined as 4.04 and the standard deviation as 0.68. It indicates that marketing innovation is adopted by the entrepreneurs and has an important place in the practice. The minimum value for all three types of innovation was recorded as 1.00 and the maximum value as 5.00. The results show that there is a consistent distribution in the innovation levels of the entrepreneurs .

Table 3. Relationships Between Participants' Entrepreneurship, Innovation , Innovative Entrepreneurship and Innovative Thinking Levels

	Product Innovation	Organizational Innovation	Marketing Innovation	Confidence	Evaluating Opportunities	Innovative Entrepreneurship	Innovative Thinking
Product Innovation	1	0.32** 0.001	0.28** 0.003	0.35** 0.000	0.29** 0.002	0.31** 0.001	0.34** 0.000
Organizational Innovation		1	0.30** 0.002	0.33** 0.001	0.28** 0.003	0.29** 0.002	0.36** 0.000
Marketing Innovation			1	0.34** 0.000	0.31** 0.001	0.33** 0.001	0.35** 0.000
Confidence				1	0.30** 0.002	0.32** 0.001	0.37** 0.000
Evaluating Opportunities					1	0.34** 0.000	0.33** 0.001
Innovative Entrepreneurship						1	0.35** 0.000
Innovative Thinking							1

In the study, the relationships between the innovation , entrepreneurship, innovative entrepreneurship and innovative thinking levels of entrepreneurs were examined. A positive and significant relationship was found between product innovation and organizational innovation ($r=0.32$, $p<0.01$), which showed that both variables supported each other. Similarly, significant and positive relationships were found between product innovation and marketing innovation ($r=0.28$, $p<0.01$), self-confidence ($r=0.35$, $p<0.01$), evaluating opportunities ($r=0.29$, $p<0.01$), innovative entrepreneurship ($r=0.31$, $p<0.01$) and innovative thinking ($r=0.34$, $p<0.01$). Positive and significant relationships were also determined between organizational innovation and marketing innovation ($r=0.30$, $p<0.01$), self-confidence ($r=0.33$, $p<0.01$), opportunity evaluation ($r=0.28$, $p<0.01$), innovative entrepreneurship ($r=0.29$, $p<0.01$) and innovative thinking ($r=0.36$, $p<0.01$). This shows that the level of organizational innovation is in strong interaction with other variables. Significant positive relationships were found between marketing innovation and self-confidence ($r=0.34$, $p<0.01$), opportunity evaluation ($r=0.31$, $p<0.01$), innovative entrepreneurship ($r=0.33$, $p<0.01$) and innovative thinking ($r=0.35$, $p<0.01$). Self-confidence is highly correlated with evaluating opportunities ($r=0.30$, $p<0.01$), innovative entrepreneurship ($r=0.32$, $p<0.01$) and innovative thinking ($r=0.37$, $p<0.01$).

Table 4. Impact of Entrepreneurship on Product Innovation

Dependent Variable	Independent Variable	β	t	p	F	Model (p)	R ²
Product Innovation	Still	0.045	0.512	0.609			0.632
	Entrepreneurship	0.655	10,542	0.000	150,234	0.000	

In the study, the effect of entrepreneurship on product innovation was examined. According to the regression analysis results, it was determined that the independent variable entrepreneurship has a positive and significant effect on product innovation ($\beta=0.655$, $t=10.542$, $p<0.001$). The model is generally significant ($F=150.234$, $p<0.001$) and the total variance ratio explained by the independent variable was calculated as ($R^2=0.632$). This result shows that the level of entrepreneurship affects product innovation. It shows that it explains 63.2% and this effect is statistically significant. The effect of the fixed term was not found to be significant ($p=0.609$), indicating that the weighted effect in the model is due to entrepreneurship. These findings reveal that the level of entrepreneurship significantly affects product innovation.

Table 5. The Impact of Entrepreneurship on Organizational Innovation

Dependent Variable	Independent Variable	β	t	p	F	Model (p)	R ²
Organizational Innovation	Still	0.038	0.423	0.673			0.698
	Entrepreneurship	0.704	12,324	0.000	180,456	0.000	

In the study, the effect of entrepreneurship on organizational innovation was examined by regression analysis. According to the analysis results, it was found that the independent variable entrepreneurship had a significant and positive effect on organizational innovation ($\beta=0.704$; $t=12.324$, $p<0.001$). The model is generally significant ($F=180.456$, $p<0.001$) and the total variance explained was calculated as ($R^2=0.698$). This shows that entrepreneurship has a significant effect on organizational innovation. It shows that it explains 69.8%. The effect of the fixed term was not found to be significant ($p=0.673$), indicating that the main effect in the model is due to entrepreneurship. The results reveal that the level of entrepreneurship has a strong effect on the development of organizational innovation.

Table 6. The Effect of Entrepreneurship on Innovative Thinking

Dependent Variable	Independent Variable	β	t	p	F	Model (p)	R ²
Innovative Thinking	Still	0.062	0.674	0.501			0.745
	Entrepreneurship	0.734	14,203	0.000	210,678	0.000	

In the study, the effect of entrepreneurship on innovative thinking was examined by regression analysis. According to the results, it was determined that entrepreneurship has a positive and significant effect on innovative thinking

($\beta=0.734$, $t=14.203$, $p<0.001$). The model is generally significant ($F=210.678$, $p<0.001$) and it was found that the independent variable entrepreneurship explains 74.5% of the total variance on innovative thinking ($R^2=0.745$). The effect of the constant term was not found to be significant ($p=0.501$), indicating that the main effect of innovative thinking in the model stems from the level of entrepreneurship. These findings reveal that the level of entrepreneurship is a strong determinant on the capacity of individuals to develop innovative thinking.

Table 7. Impact of Entrepreneurship on Innovative Entrepreneurship

Dependent Variable	Independent Variable	β	t	p	F	Model (p)	R ²
Innovative Entrepreneurship	Still	0.054	0.583	0.561			0.782
	Entrepreneurship	0.786	15,045	0.000	250,345	0.000	

In the study, the effect of entrepreneurship on innovative entrepreneurship was examined by regression analysis. According to the analysis results, entrepreneurship was found to have a significant and strong effect on innovative entrepreneurship ($\beta=0.786$, $t=15.045$, $p<0.001$). The model is generally significant ($F=250.345$, $p<0.001$) and entrepreneurship accounts for the total variance on innovative entrepreneurship . It explains 78.2% of the variance ($R^2=0.782$). The effect of the fixed term was not found to be significant ($p=0.561$), indicating that the main effect of innovative entrepreneurship in the model is due to entrepreneurship. The results reveal that the level of entrepreneurship plays an important role in shaping innovative entrepreneurial behaviors.

CONCLUSION AND RECOMMENDATIONS

In this study, entrepreneurs' entrepreneurship, innovation , innovative thinking and innovative entrepreneurship levels were examined. The findings regarding the innovation levels of entrepreneurs participating in the research showed that product innovation , organizational innovation and marketing innovation were generally adopted at a high level and had an important place in practice by entrepreneurs. A consistent distribution was observed for all three types of innovation .

In the research, the relationships between entrepreneurs' entrepreneurship, innovation , innovative entrepreneurship and innovative thinking levels were determined to be positive and significant. A strong interaction was found between different types of innovation such as product innovation , organizational innovation and marketing innovation . Significant relationships were also found between variables such as self-confidence, evaluating opportunities, innovative entrepreneurship and innovative thinking and innovation types.

In the regression analyses conducted to examine the effect of the level of entrepreneurship on innovation , it was observed that entrepreneurship has a significant and strong effect on both product innovation , organizational innovation and innovative thinking. Entrepreneurship has emerged as an important explanatory factor of these variables. It has also been determined that entrepreneurship has a significant effect on innovative entrepreneurial behaviors. In all analyses, it has been concluded that the level of entrepreneurship significantly shapes the innovation and innovative thinking processes and is a critical factor in the success of these processes.

Based on the research results, it is recommended that various training and support programs be created to improve the innovation and innovative thinking levels of entrepreneurs. Considering the strong relationships between entrepreneurship, types of innovation and innovative thinking, strengthening entrepreneurial skills, especially through applied training, can contribute to achieving effective results in product innovation , organizational innovation and marketing innovation . It is important to enrich training programs with content that will increase entrepreneurs' self-confidence, enable them to evaluate opportunities more effectively and develop innovative approaches. Increasing innovation incentive mechanisms at local and national levels is a critical step in supporting entrepreneurs' innovative projects.

Considering the decisive effect of the level of entrepreneurship on innovative entrepreneurship and innovative thinking, it would be beneficial to provide consultancy and mentoring services that will help entrepreneurs redesign their business models with an innovative approach. The strong relationship between organizational innovation and other variables emphasizes the importance of entrepreneurs adopting innovative practices in organizational processes. The spread of digitalization and technology integration in the business world will support entrepreneurs in achieving sustainable competitive advantage. The development of networking and knowledge sharing platforms that will increase entrepreneurs' innovation skills will contribute to the strengthening of the entrepreneurial ecosystem.

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